THAT WHICH IS CLAIMED IS:

1. A non-aqueous plastisol composition comprising:

A. at least one organic polymer; and

B. an effective amount of a plasticizer composition comprising

at least one primary plasticizer selected from the group consisting of known plasticizers for said polymer containing no unreacted alkanol groups; and

at least one secondary plasticizer selected from the group consisting of monoesters derived from a dihydric alcohol and a monocarboxylic acid,

wherein the concentration of said secondary plasticizer is sufficient to reduce the viscosity exhibited by said plastisol in the presence of said primary plasticizer alone while remaining compatible with said plastisol.

2. A composition according to claim 1 wherein said primary plasticizer is selected from the group consisting of esters of organic and organic acids.

3. A composition according to claim 2 wherein said secondary plasticizer is at least one monoester of a dihydric alcohol and an organic acid.

4. A composition according to claim 3 wherein said monoester is a liquid at 25°C.

5. A composition according to claim 4 wherein said secondary plasticizer constitutes from 1 to 25 percent of the combined weights of primary and secondary plasticizers and said dihydric alcohol contains from 2 to 10 carbon atoms.

6. A composition according to claim 5 wherein said polymer is polyvinyl chloride, and said primary plasticizer is selected from the group consisting of esters derived from benzoic acid and a monohydric alcohol, diesters derived from benzoic acid and a dihydric alcohol, diesters derived from phthalic acid and a monohydric alcohol, and esters of phosphoric acid.

7. A composition according to claim 6 wherein said primary plasticizer is a diester of benzoic acid and a dihydric alcohol and at least a portion of said secondary plasticizer is the corresponding monoester and the total of all monoesters constitutes from 5 to 20 of the total weight of said primary and secondary plasticizers.

8. A composition according to claim 7 wherein said primary plasticizer is at least one member selected from the group consisting of diethylene glycol dibenzoate, triethylene glycol dibenzoate and dipropylene glycol dibenzoate.

9. A plastisol composition of claim 1 wherein the concentration of said plasticizer composition is from 10 to 100 parts by weight per 100 parts by weight of said organic polymer.

10. In an improved method for preparing a plastisol wherein said method comprises blending a finely divided organic polymer with a primary plasticizer and a secondary plasticizer, the improvement comprising selecting the primary plasticizer from the group consisting of known plasticizers for said polymer containing no unreacted alkanol groups; and selecting said secondary plasticizer from the group consisting of monoesters derived from a dihydric alcohol and a monocarboxylic acid,

wherein the concentration of said secondary plasticizer is sufficient to reduce the viscosity exhibited by said plastisol in the presence of said primary plasticizer alone while remaining compatible with said plastisol.

11. A method according to claim 10 wherein said polymer is polyvinyl chloride, and said primary plasticizer is selected from the group consisting of esters derived from benzoic acid and a monohydric alcohol, diesters derived from benzoic acid and a dihydric alcohol, diesters derived from phthalic acid and a monohydric alcohol, and esters of phosphoric acid.

12. A method according to claim 11 wherein said primary plasticizer is a diester of benzoic acid and a dihydric alcohol and at least a portion of said secondary plasticizer is the corresponding monoester and the total of all monoesters constitutes from 5 to 20 of the total weight of said primary and secondary plasticizers.

13. A method according to claim 12 wherein said primary plasticizer is at least one member selected from the group consisting of diethylene glycol dibenzoate, triethylene glycol dibenzoate and dipropylene glycol dibenzoate.

14. A method according to claim 10 wherein the concentration of said plasticizer composition is from 10 to 100 parts by weight per 100 parts by weight of said organic polymer.